

BREAKFAST IN A BAG PROGRAM, YEAR-LONG PROMOTIONAL PLAN



In honor of National School Breakfast Week, Dora Rivas, M.S., R.D., SFNS (*Brownsville, Texas Food Service Department*) has agreed to let SUDIA adapt and share her promotion calendar for breakfast in a bag!

March - National School Breakfast Week - School breakfast stickers (www.asfsa.org) will be put in bags.

April - Baseball Days - Promotional baseball cards will be distributed in bags.



May - Memorial Day Celebration - Red, white, and blue bags will be used.

June - June Dairy Month - Offer coupon for free flavored milk at lunch!



July - Good "Ole Summertime" - Raffle tickets for a chance to win free ice cream at lunch for a week will be inserted in bags.

August - National Back to School Month - Assorted erasers will be put in bags.

September - National 5-A-Day Week - 5-A-Day Bookmarks or pencils will be distributed in bags.

October - National School Lunch Week - Colorful bags promoting the school lunch program will be used.

November - National Game Week - Insert slips with school trivia questions into bags. Slips with correct answers are put into a drawing for a prize.

December - Healthy Holiday Snacking Month - Healthy snacking flyers will be distributed in bags. (see www.nutritionexplorations.org for great nutrition tidbits).

January - Health and Fitness Resolutions Month - Health and fitness resolutions flyers will be included in the bags.

February - American Heart Month and Valentine's Day - Valentine pencils will be distributed in bags.

